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INTERACTIVE TELEVISION PROGRAM GUIDE
WITH ENHANCED USER INTERFACE

Technology Center 2600

This application claims the benefit of Vogh
et al. U.S. provisional patent application Serial No.
60/156,111, filed September 24, 1999, Vogh et al. U.S.
provisional patent application Serial No. 60/161,896,
5 filed October 27, 1999, Moore et al. U.S. provisional
patent application Serial No. 60/170,386, filed
December 13, 1999, and Moore et al. provisional patent
application Serial No. 60/202,302, filed May 5, 2000.

Background of the Invention

10 This invention relates to interactive
television program guides, and more particularly, to
interactive television program guides with enhanced
user interfaces.

Interactive television program guides are
15 well known. It is desirable to provide user interfaces
for interactive television program guides that enhance
the user's guidance experience. It is also desirable
to include advertisements and e-commerce opportunities
within program guides.

20 Summary of the Invention

These and other objects of the present
invention are accomplished in accordance with the
principles of the present invention by providing an
interactive television program guide system having an
25 enhanced user interface. The interface of the present